

CONFIDENTIAL

Mr. George Weissman

J. E. Lincoln

5% and 10% BL Tests - Using Pilot
Plant BL

April 11, 1957

cc: Messrs. Gullman III, Hatcher,
DuPuis, Roper, Britton &
Goldsmith

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I am attaching a copy of the Roper data on the test of 10% BL Marlboro among Marlboro smokers and among a cross section of filter smokers and of the test of 10% BL Philip Morris among Philip Morris smokers. The complete data on the 10% Philip Morris test among a cross section of unfiltered smokers has already been released as have all the reports on the 5% level tests.

I am also attaching two fairly detailed analyses by Mr. Gray, one of the 10% Philip Morris test and the other in regard to the 10% Marlboro test.

I think the testing program to date can be summarized more or less as follows:

1. At the 5% level the BL cigarettes appeared to be about as acceptable as the cigarettes not containing BL. While the preferences were about equal, there were faint suggestions of some differences. The smokers thought that the BL cigarettes burned a little faster than the control cigarettes. If anything, the BL cigarettes were a little milder than the control cigarettes, and perhaps there was a little difference in aftertaste.

2. At the 10% level the BL cigarettes lost to the control cigarettes by a margin that was small from a statistical point of view but still large enough to give some cause for concern. In the Philip Morris cigarettes the negatives about the 10% BL showed up in the area of "less cool" and "less smooth". In the Marlboro cigarettes the principal negatives about the 10% BL were in regard to aftertaste. Again there was a very slight indication that on balance the BL cigarettes burned a little bit faster.

3. The 10% BL cigarettes appeared to smoke stronger (more irritation, not more flavor) than the 5% BL cigarettes. This is a little bit of a paradox. Since the addition of 5% BL made the cigarettes, if anything, a little smoother, one would expect the addition of 10% BL would exaggerate this tendency rather than reverse it. It may be that we are just reaching too hard to put a label on very small differences that were only dimly perceived

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by the smokers. On the other hand, I suppose it is possible that there was some unintended difference in the pilot plant BL as it was made for the 10% cigarettes as compared with the way it was made for the 5% cigarettes.

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